



NEWS RELEASE

**Massachusetts District Office
10 Causeway Street
Boston, MA 02222
Phone: 617-565-5590**

**Contact: Joan M. Trudell
Public Information Officer
Phone: 617-565-5572
joan.trudell@sba.gov
Fax: 617-565-5597**

August 12, 2003
Press Release 2003-22

**DANIEL HERNANDEZ, PRINCIPAL OF BOSTON-BASED DH STUDIOS,
WINS SBA MASSACHUSETTS & NEW ENGLAND AWARD**

BOSTON -- Daniel Hernandez, principal of DH Studios, Newbury Street, Boston, has been named the U.S. Small Business Administration's 2003 Massachusetts and New England Young Entrepreneur Award winner, according to an announcement by Elaine Guiney, Massachusetts SBA Director. Hernandez won the Massachusetts competition for this award and went on to win the New England-wide contest.

The Young Entrepreneur of the Year Award is presented annually to an individual or individuals who are under the age of 30 and own and operate a small business with a three-year track record. Nominations are evaluated on the following criteria: (1) Evidence of success as measured by sales and profits. (2) Increased employment opportunities created by the nominee's business. (3) Development and/or utilization of innovative or creative business methods and (4) Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

"The SBA Advocate awards honor the best small business has to offer, and Daniel Hernandez is an outstanding choice," said SBA Regional Administrator Jeffrey Butland. "This is an outstanding testimonial, not only to his accomplishments, but to his commitment and dedication to small business success and community service as well. I join my SBA colleagues in congratulating Daniel on this significant achievement."

-more-

In 2002, Daniel Hernandez opened DH Studios, a full service beauty salon, or “image center” as he likes to call his business, at 135 Newbury Street in Boston, where he gets to apply his skills as a cosmetologist and fashion designer. Daniel has developed his own line of hair care and makeup products in 1998 and does makeup design for nationally televised commercials, nationally circulated print ads, and fashion photo shoots. The salon carries exclusive lines of products from hair care to cosmetics as well as a custom made apparel line.

“Daniel Hernandez represents the very best in entrepreneurship,” said Guiney. “As a creative, resourceful entrepreneur, he is destined for success and serves as a powerful role model for his peers. The SBA is gratified that we have been able to help this young company get started with the assistance of our resource partners, SCORE, which provided counseling, and Fleet Bank, which provided a \$30,000 SBA-backed loan.”

Hernandez will be honored as 2003 Young Entrepreneur for Massachusetts and New England at an awards luncheon at the Boston Marriott Copley Place at noontime on September 12, 2003. The Massachusetts Small Business Person of the Year, Holly Safford, president of The Catered Affair in Hingham, will be honored along with other small business advocates from throughout the commonwealth. The event is open to the public and those interested in attending should contact Christine Carter at SBA at 617-565-5560.

###